



## AREAS OF INTERVENTION | GIULIO SIMEONE DESIGNSTUDIO



PRODUCT



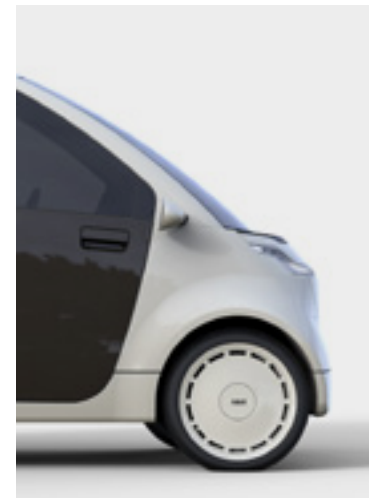
CHILDCARE



FURNITURE



VISUAL &  
BRAND IDENTITY



CONCEPT

PORTFOLIO  
**PRODUCT**



# TECHNIQUE

2013-2014

Project of a new coffee machine with an innovative architecture.





## TECNIQUE

2013-2014

The direction of the development strategy has as its objective the enhancing of the **important process of renovation** activated by VBM in relation to the future of new products and the various services connected to this.

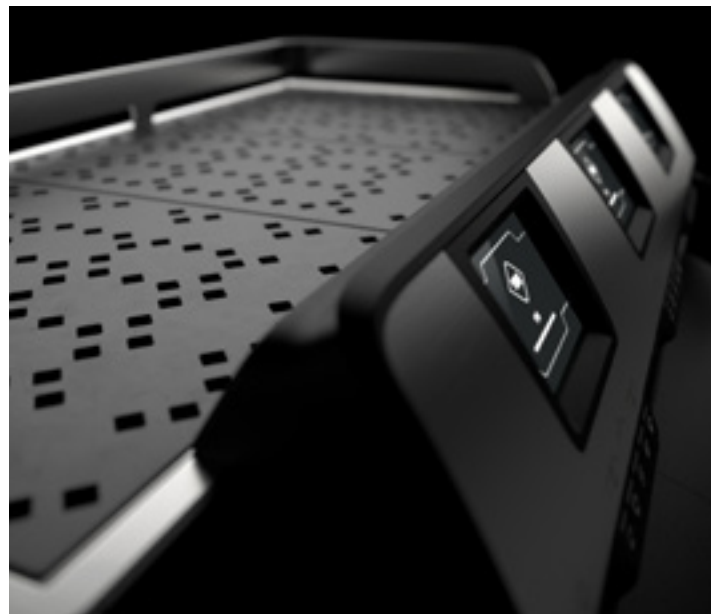
The machine design has been generated to be the **point of connection and communication** of contents of evolution and performance, function, usage and style.

The product is designed to look **volumetrically compact** and **structurally lighten** without compromising the strength and stability.

The sheet metal parts appear to be **suspended** and the characteristic outline generated from these (based on the combination/penetration/space consequentiality) **integrates and distinguishes the different areas** of the product that are the following:

**Front side\_** destined to the user, characterized by the **addition of a master volume**, which acts as interface for all the functions of the machine (technological core), and by the working plan with the characteristic foldable grid.

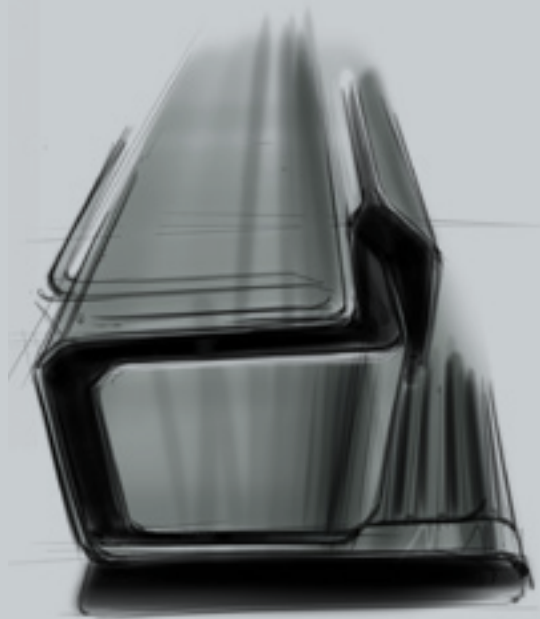
**Upper side\_** dedicated to the **cup warmer area**, with **completely removable parts** to simplify internal maintenance operations.





## TECNIQUE

2013-2014



The **final stylistic result** is based on visual codes that, through the different combinations of color and finishing applicable, **make the product easily adaptable** to the multiple typological and stylistic characteristics of the **environments to which it is dedicated**.





**TECNIQUE**

2013-2014



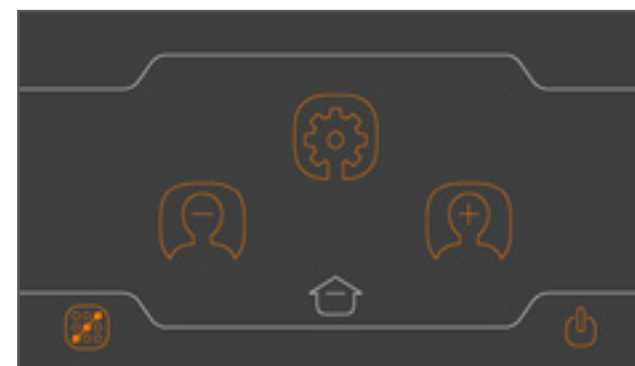
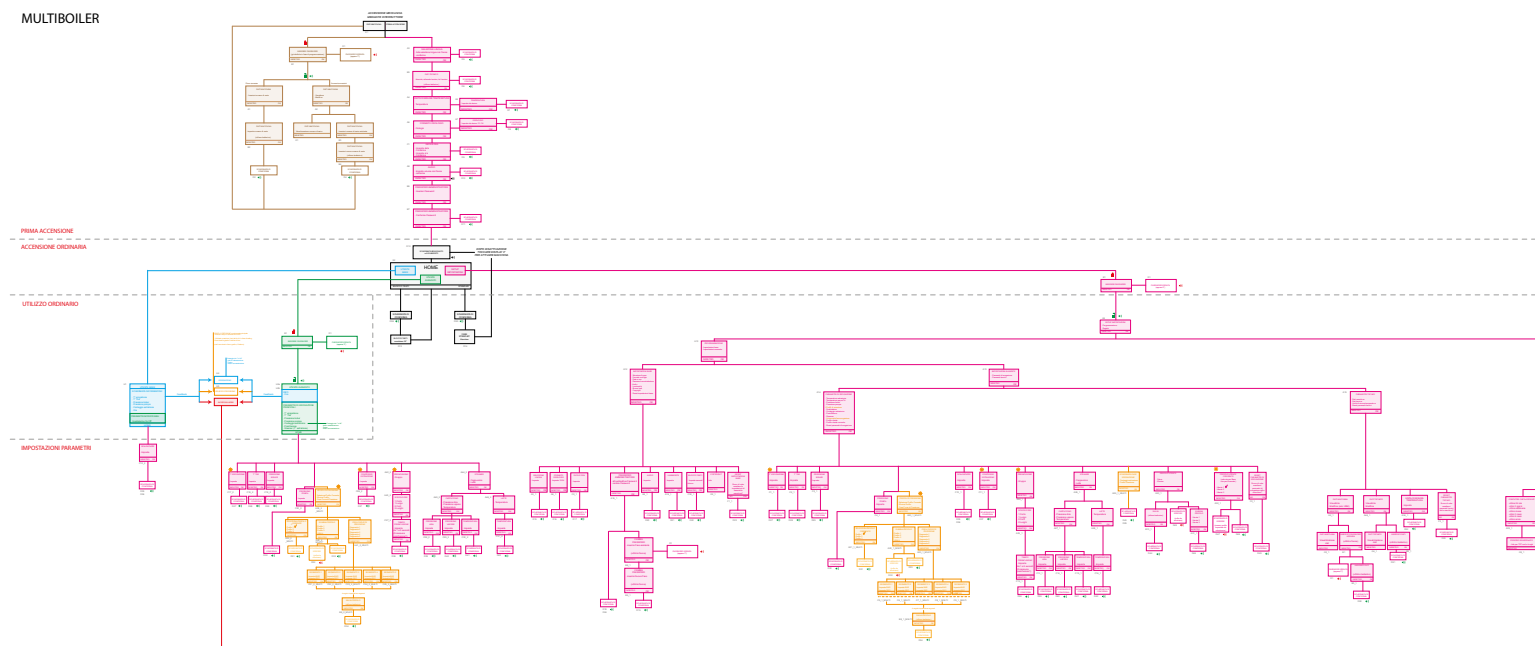


# TECNIQUE

2013-2014

The **digital interface** has been developed simultaneously to the machine body; defined the topography, designing the logical paths of the interface, we proceeded with the **graphic layout** and the definition of the **user experience**

## MULTIBOILER







# NEW DOMOBAR

2017-2018

Restyling of home professional coffee machine line.

The aim of the project was to create a **more friendly product**, which would wink at a wider audience, without disappointing the enthusiasts who are the established clientele of this type of machine





## NEW DOMOBAR

2017-2018



New Domobar line

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Old Domobar line





**NEW DOMOBAR**

2017-2018



analogic version



digital version



**STIGA®**

# ENGINE COVER

2017-2018

Re-design of a new cover for engines:  
Loncin 120/140, Loncin 160 and Honda.

Also two inserts have been designed to  
customize the covers to adapt them to a  
wider range of products





**STIGA®**  
**ENGINE COVER**  
2017-2018

cover private label



Stiga insert



other brands insert



Loncin 120-140

Loncin 160

Honda

**STIGA®**

## ENGINE COVER

2017-2018



Loncin 160  
Cover private label

Loncin 160  
Insert Stiga

Loncin 160  
Insert other brands

**STIGA®**

## POWERHEAD

2017-2018

Design of new engine, that could  
be common to several models of  
lawnmowers for Stiga



**STIGA®**

**POWERHEAD**

2017-2018



Stiga

Private label

Other brands

Battery



**STIGA®**

**POWERHEAD**

2017-2018



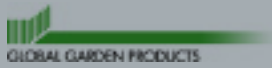
Stiga



Private label



Other brands



# WBH BATTERY

2015

Re-design of components for the  
updating of the new product line.



## WBH BATTERY

2015

### *Handle:*

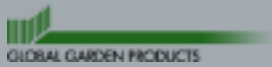
Formal **restyling of the handle**, taking into account the operation of the previous mechanisms.

### *Engine:*

Design of a **totally new engine** with horizontal entrance of the battery, that could be common to several models of lawnmowers for STIGA







# ESTATE & ESTATE ROYAL

2012-2013

Re-Design of components for the  
updating of a new line of products.



**STIGA®**

# GTR STIGA RESTYLING

2016

Restyling of GTR 160



## GTR STIGA RESTYLING

2016



ORIGINAL PRODUCT  
GTR 160

Redesign of the semi-professional front mower GTR 160, with the purpose of achieve the family feeling with the Stiga product portfolio







## e-PC

2000

E-pc is born from a design path based on research into **new distinctive traits** for **HP Invent products**. The new mini desktop is presented as **flexible** product in its use and **intuitive** in its **interface**.





## e-PC 2000

E-pc features a volumetry generated by a surface which embraces the contents “box” containment principle.

This stylistic feature facilitates the understanding connected to the use of the product both in the vertical as well as in the horizontal.

The interface area is enclosed on the main surface.

Coming from a prior study of **stylistic research**, this product inherits values such as **collaborative**, **synergistic** and **inventive**. These values are intended for a scenario that is purely dedicated to a **business line** and subsequently held to be fundamental for the creation of E-pc.







# PRONTA Zoom Camera

2001

The design project stems from the need to carry out a **profound restyling** of the Fino 1050 camera model, belonging to a family of products identified/ connoted by particular, recognizable stylistic traits.

Given this premise, **the new product**, in any case, had to exist with its **own stylistic identity** and possibly to include certain characteristics/ stylistic elements **capable of being introduced into a possible future line of products**.





## PRONTA Zoom Camera

2001



The project is based on the exploration of new **stylistic policies** aimed at positioning the product toward a more **feminine target**.

A series of specific interventions were carried out in terms of the following characteristics: volumetric compactness, intuitiveness of the interface and subsequent use, finding a “new effect” when turned on (wow effect) and the embellishment of details and the overall perception.





# AZZURRO BARBECUE

2000

The aim of the Azzuro Barbecue Grill project is to achieve a new and complete product which includes a series of innovations in comparison to other products in its category.





# AZZURRO BARBECUE

2000

6 INDUSTRIAL DESIGN EXCELLENCE AWARDS



The concept is based on developing and adapting RBS (Radiant Burner System) technology with the addition of gas lighting in a new product which does not belong to a professional category.

With the introduction of the **box/chamber** situated at the back, a series of highly useful functionalities were integrated:

\_preparation of the charcoal loaded into the part above the chamber and lit by a gas system located below;

\_the addition of charcoal during the classic cooking phase;

\_innovative vertical cooking with RBS for high fat foods.



PORTFOLIO  
CHILD CARE

**Inglesina**

# APTICA

2018

Design of a **new trio system** that makes life easier for those who use it thanks to a practical one-handed closure, designed to ensure maximum cleanliness and hygiene in the parts dedicated to the baby and the mother.

The stroller is comfortable to ride and comfortable for the child, also ensuring **maximum versatility** of use



**Inglesina**  
**APTICA**  
2018



**Inglesina**

## **CAB/DARWIN**

2018

Design of an auto system including a child seat, an isofix base and a belt base, considering the aesthetics, the consistency of the products, and above all the **safety and protection** of the child





**Inglesina**  
**CAB/DARWIN**  
2018



**CAB** (Belts base)



**DARWIN** (Isofix base)



**Inglesina**  
**CAB/DARWIN**  
2018



Inglesina

## TRILOGY

2010-2011

Functional and performance  
redesign and upgrade for a new  
baby stroller based on the frame of the  
previous Zippy model.  
Best-selling stroller in Italy for 3 years



# Inglesina

## TRILOGY

2010-2011

The design objective was to create a new “platform” product which could generate and substitute different products with various positions in the market.

The first of these is the Trilogy, whose result was a “young” product (despite its classic architecture), of particular refinement and with significant “stage presence”. Great care was taken to integrate the interface and **increased comfort both for the baby as well as for the adult.**

The second product sprung from the same frame and the new Otutto, which, through the addition of a single handle, modifications in terms of finishing, and wheels with the classic bicycle “spokes”, makes for a baby stroller with decisively **classic and luxurious features.**



**Inglesina**

## QUAD

2011-2012

Design of a new baby stroller crossover  
with innovative architecture





# Inglesina

## QUAD

2011-2012

The design of the frame is aimed at the simplification of habitual structural codes: its particular structure has been conceived to make the element/accessory dedicated to the transportation of the baby the protagonist in every way.

Thanks to the use of the central “mono tube”, the structure “holds” (and doesn’t “contain”) the seat and the baby carriage: therefore, new spaces are created on the lateral portion of the stroller and the whole image gives a sense of visual lightness and a notable presence. Further, new elements that make up the “system” have been designed with these characteristics:

**Seating\_** The seat highlights the concept of comfort and creates a visual continuity with the frame whether the seat is in the forward or backward position.

**Cradling\_** the design creates a marriage of performance and poetic quality, between safety and tradition; the graphic symbols obtained in the lateral band-insert evokes an icon, a sign that the imagination attributes to the highest of excellence in classic baby strollers and its volumes emphasize the sense of coziness and comfort.



Inglesina

## AVIO

2008-2009

The objective of the project is to create a new baby stroller aimed at **targeting young, cosmopolitan couples**. With its functional qualities and strong stylistic identity Avio becomes Inglesina's instrument to rouse interest in foreign markets which are less connected to more traditional products.



# Inglesina

## AVIO

2008-2009

The cleanliness and the dynamics of its sides accentuate the visual lightness of the product. Significant work on the **consistency of form** was carried out in order to make Avio and its accompanying accessories well-integrated.

Despite being very moderately sized in terms of width (mainly in order to move in smaller spaces) the Avio stroller has a very wide seat.

The cradle is characteristic due to both its particular frontal cut which houses a perforated panel for the **ventilation of the baby** as well as its lateral grip integrated into a single “design” with its textile covering.

The closure is umbrella-style (classic and common of many Inglesina products) and its compactness when closed is notable.





**Inglesina**

## **LINEA CASA**

2017-2018

Design of a new line of products for the home composed by High chair, Bouncer and Swing



**Inglesina**

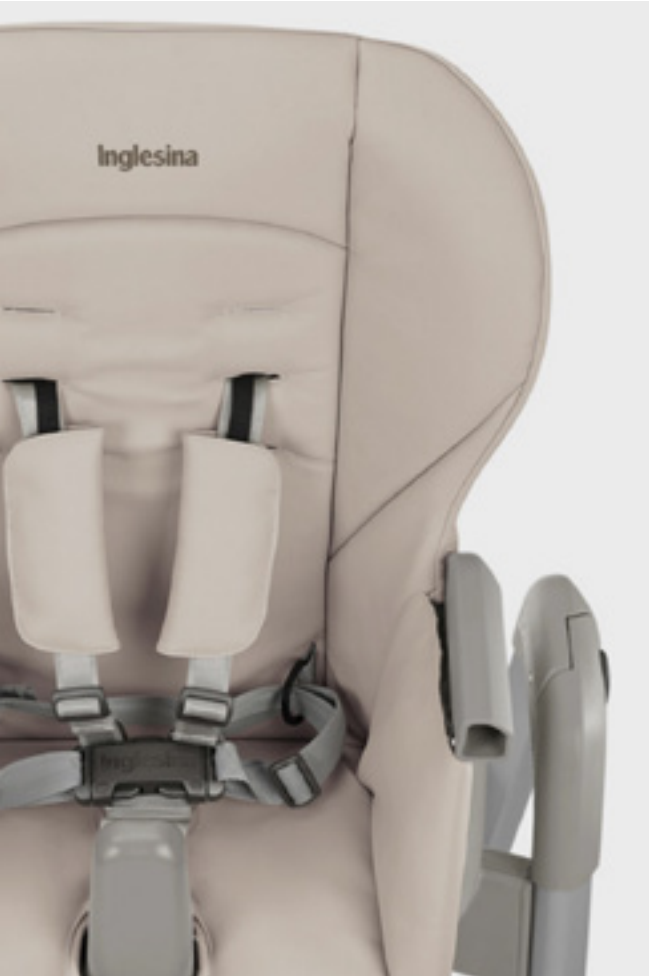
## MY TIME

2017-2018

Aesthetic and functional design of a new high chair, with particular focus on safety, usability, storability and stylistic distinction



**Inglesina**  
**MY TIME**  
2017-2018



**Inglesina**

## LOUNGE

2017-2018

Design of a bouncer aesthetically pleasing and consistent with the other products in the line, taking into account the functionality, adaptability and above all the comfort of the child





**Inglesina**  
**LOUNGE**  
2017-2018





PORTFOLIO  
FURNITURE

PIOMBINI

# ARIA

2018

Design of a **new line of products** to be included in the customer portfolio, as a first step towards a more modern and distinctive style.

The line includes two sideboards and a TV wall. The **styling of the renderings** to be included in the catalog was also taken care of in collaboration with an external rendering studio



PIOMBINI

ARIA

2018





PORTFOLIO  
**VISUAL / BRAND**



Atta

# ATTA FOODING

2006

The design project stems from the need to carry out a **profound restyling** of the Fino 1050 camera model, belonging to a family of products identified/connoted by particular, recognizable stylistic traits.

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## ATTA FOODING

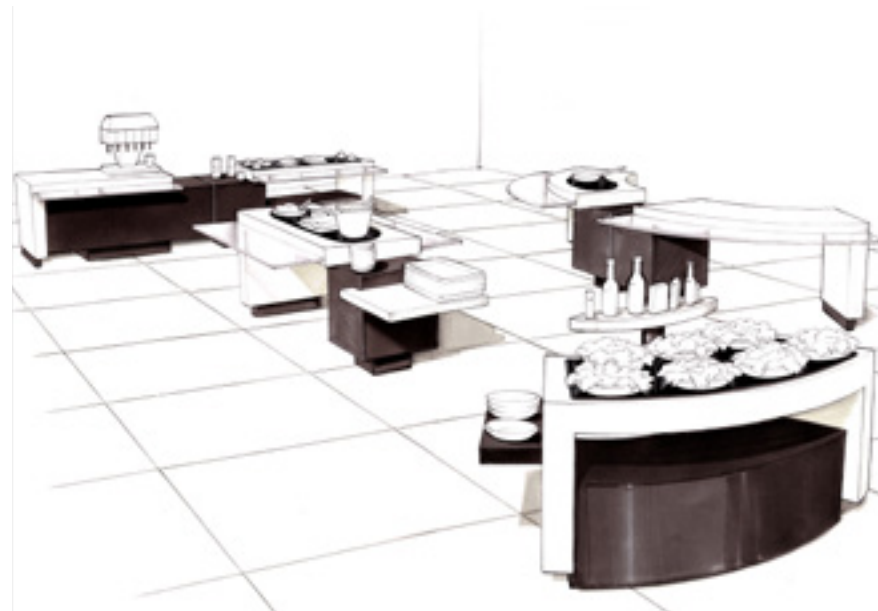
2006

Once the new value profile was generated it was important to create the message/story/history to tell through the new brand.

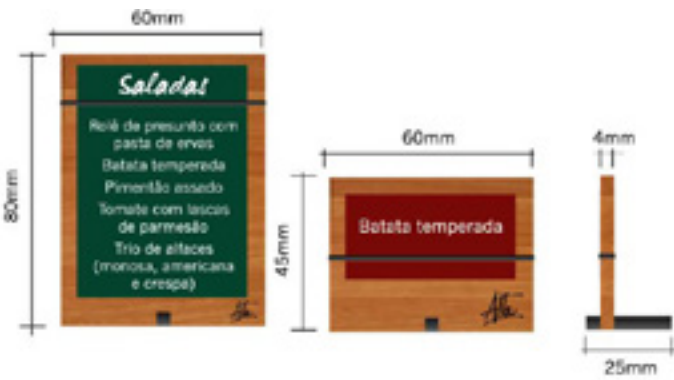
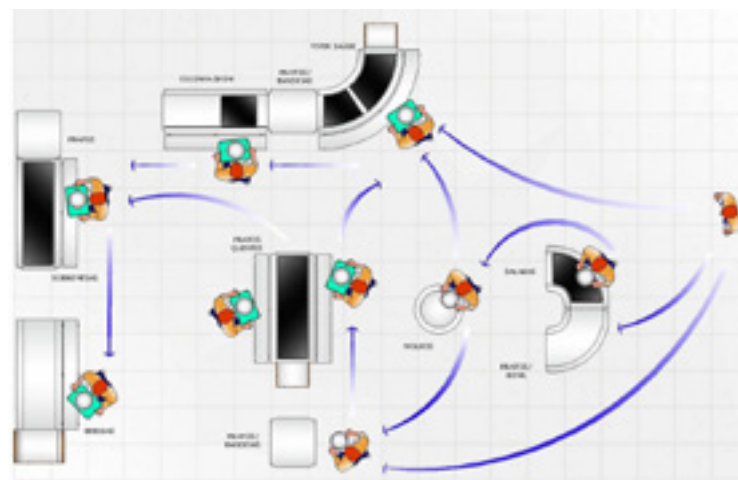
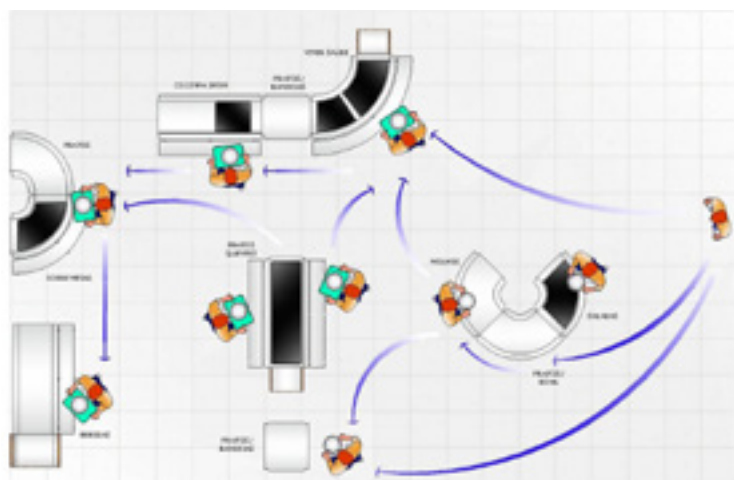
The output considered for the interpretation of the new Atta became:

- Organization of the restaurant environment with further creation of a precise identity for each environment
- Organization of the flow of people and workers
- Presentation and position of the food
- Design of the furniture in the “self-service and served” areas
- Design of the system of signs of the restaurant
- Design of the informational supports for the consumer
- Internal architecture of the restaurants

The objective of these projects consisted in bringing closer/uniting the final **consumer and the food**, and everything that we have designed around them becomes the **facilitator** for this interaction.









# VISUAL BRAND LANGUAGE

2002-2003

Creation of a new visual identity for the 5 main brands of the Bosch Group Thermotechnics;

Generation of a pilot project for the application of the characteristics which emerge on the 5 different typologies of products and an analysis of the 6 countries of reference.



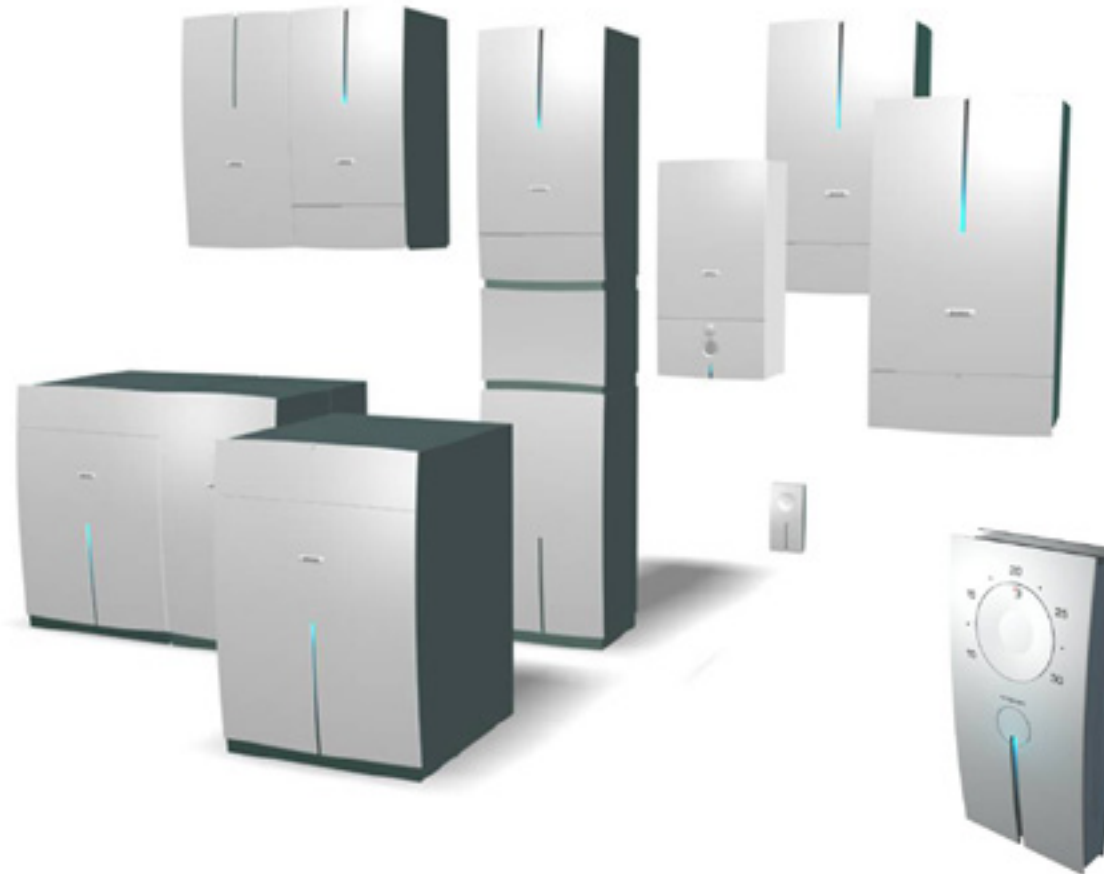
## VISUAL BRAND LANGUAGE FOR BOSCH THERMOTECHNICS

2002-2003

After having analyzed the data which emerged from the research phase the 5 main brands were grouped together into two different families on the basis of evocative features and language.

The first family of language is based on the recall of values closely connected to the concept of “**well-being**”, while the second recalled values relative to a view of the most modern and evolved technology, called “**light technology**”.

The aim of identifying this distinctive language is to find the point of union between the “**transversal values related to the Bosch group**” and the “**typical/specific values**” related to the identity of every individual brand developed over time.







# NXT CONCEPT

2002

The NXT project is the fruit of the application of two typologies of design intervention:

\_the first is based on the **study of the applications** and advantages related to the **use of a new material** in the sunglasses sector;

\_the second deals with the **creation of the NXT brand** (relative to the new material) and the **generation of the NXT identity** with consequent concepts of the communication strategy.



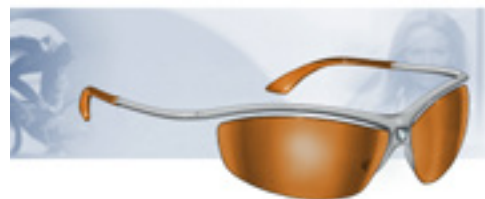
The material in question is an elastomer created by the American government which is used for different armored vehicles and protective defensive equipment.

Intercast Europe is a leader in the production of sunglasses. Upon acquiring the license, they desired to insert this material as an element of innovation in the sector.

The highly elevated cost of production places significant limits on its insertion into the market. Therefore, the NXT project aims to achieve two specific objectives:

**\_The exploration of production advantages** such as in assembly (with a reduction in returns) and the **decrease in component production**, and the possibility for new, distinctive **form solutions/architectures**.

**\_The creation of a marketing and communication** strategy able to create a market for this type of product, making it a **brand** synonymous with values such as **innovation and performance**.





PORTFOLIO  
**CONCEPT**

Askoll

EVA

2012-2013

Form studies for the identification of  
the **stylistic identity** of the EVA\_C  
product





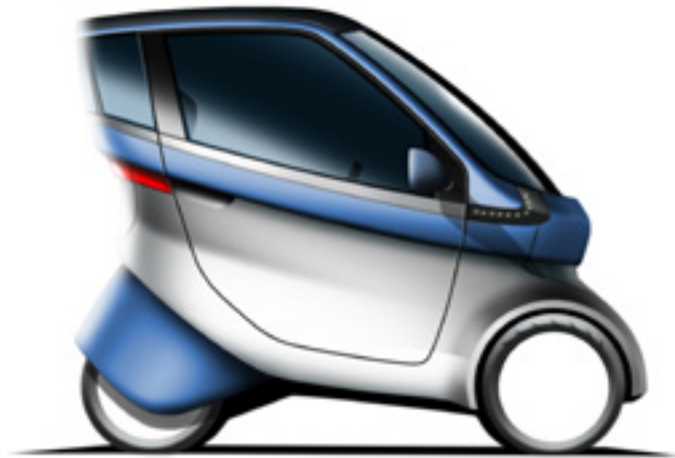
# Askoll

## EVA

2012-2013

The objective of this phase of the project was to find the identity of the new EVA\_C product, attempting to create as much as possible the perception of an “object” in motion.

Note how the use of LED technology in the front and back lights has always been held as a reference point.

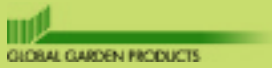


Askoll

EVA

2012-2013





# VILLA 14 HST

2014

Restyling of Villa 14 HST





## WBH BATTERY

2015



Villa 520 HST  
REFERENCE PRODUCT

Redesign of the front mower Villa 14 HST, with the purpose of maintaining the family feeling with the flagship model Villa 520 HST



OLD PRODUCT



# BIOGRAPHY



## Biography

Giulio Simeone was born in Brindisi in 1973.

After being awarded a Master's in Industrial Design from Scuola Italiana Design(SID) in Padua in 1996, he began work as a product designer, initially developing various product design projects in collaboration with Piccinato Design, CRMD and Taipei Design Center.

**In 1999 he began to work with Design Continuum Italia** where he and his project teams, won two international design awards: Good Design Award in Korea Idea Bronze from Business Week in the United States.

**In October 2001, he entered the IED Centro Ricerche as Senior Designer** where he develops and coordinates Strategic Design and Advanced Training projects. **Since January 2003 he has been selfemployed and he founded the Giulio Simeone Design Consultant Studio.**

In the last years, while he has been working as a professional designer, he has dedicated significant attention to didactic activities, his own design studio, and the planning of new training approaches:

\_in 2000 he became an instructor of "Design" at IED Milano and SID (Scuola Italiana Design of Padua);

\_in 2003 he joined the didactic coordinating group of SID in Padua;

In September 2004 he worked toward **the opening of the satellite of IED São Paulo in Brazil**, planning the educational model and coordinating with the IED Design school.

Since 2007 he has been a **consultant for Inglesina** (strollers and child care) in charge of design and, together with his continued collaborations with numerous companies, he teaches at SID of Padua as an instructor of "Design" and "Hand-drawing". Actually he collaborates also with **Stiga, VBM** and other brands.

## Clienti

CAVALLINO GIOCATTOLI  
OUTLOOK ZELCO EUROPA  
STINGER  
PLANO  
TOYS TOYS  
HP  
CAMPINGAZ  
AVERNA  
SAMSUNG  
SEIKO  
ROCHE  
VOELKL  
IDEAL STANDARD  
SAUNIER DUVAL  
SELETTI  
COCA COLA ITALIA  
GRUPPO BOSCH  
INTERCAST EUROPE  
HYUNDAI MOTOR  
LEADER PUMPS  
MGM  
SEBRAE  
ATTA-GRSA  
CAOS CREO  
GHIDINI CIPRIANO  
ASKOLL  
ASKOLL DUE  
INGLESINA  
RONCATO VALIGERIA  
GGP GROUP  
STIGA  
VIBIEMME  
JV INTERNATIONAL  
PIOMBINI  
SWISSITALIA

## Clienti all'interno di attività formative

FILA  
FIRME DI VETRO  
CHICCO ARTSANA  
RONCATO VALIGERIA  
KINDER  
MONDO  
FISCHER  
NIKE ITALIA  
ALLISON  
CRIOCABIN  
ABM  
MANFROTTO  
ARNEG  
INTRAC  
DIWAR  
FRACASSO  
INTRACOM  
GEOX  
BRUNNER  
STRUKTURE  
FANTON  
CTE  
NIVEA  
ZAMPERLA

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